

Message Text

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ACTION ITC-01

INFO OCT-01 EUR-12 EA-12 ISO-00 AID-05 CIAE-00 COME-00
EB-08 FRB-01 INR-10 NSAE-00 ICA-20 TRSE-00 XMB-04
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FM AMEMBASSY BONN
TO SECSTATE WASHDC 7297
INFO AMEMBASSY BERN
AMEMBASSY PARIS
AMEMBASSY TOKYO
AMEMBASSY BRUSSELS

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USEEC

E.O. 11652 N/A
TAGS: ETRD, EIND, GW
SUBJECT: UNITED STATES INTERNATIONAL TRADE COMMISSION
REQUEST FOR DATA ON WATCHES

REF: (1) STATE 18602
(2) BONN 2125, FEB 77

1. THIS MESSAGE UPDATES DATA ON THE FRG WATCH
INDUSTRY THROUGH DECEMBER 1976. THE FIGURES FOR 1977
WILL NOT BE PUBLISHED UNTIL SOMETIME IN MAY 1978.

2. FRG PRODUCTION OF WATCHES, CLOCKS AND PARTS
BY VALUE ROSE FROM DM 1.14 IN 1975 TO DM 1.32
BILLION IN 1976, AN INCREASE OF 14.4 PERCENT.
OF THIS AMOUNT, WATCHES ACCOUNTED FOR 23.9,
CLOCKS FOR 42.2, AND GEARS AND PARTS FOR 33.9
PERCENT. PRODUCTION BY UNIT OF CLOCKS AND WATCHES
INCREASED BY 7.9 PERCENT FROM 32.7 TO 35.2 MILLION
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OF WHICH 76.1 PERCENT WAS FOR CLOCKS AND 23.9
PERCENT FOR WATCHES. AS IN RECENT YEARS, PRODUCTION
OF ELECTRONIC WATCHES ACCOUNTED FOR ABOUT ONE
PERCENT OF TOTAL PRODUCTION.

3. BY VALUE, FRG IMPORTS IN THE ENTIRE WATCH,
CLOCK AND PARTS SECTOR ROSE FROM DM 480.7 MILLION

IN 1975 TO DM 582.5 MILLION IN 1976, AN INCREASE OF 21.2 PERCENT. BROKEN DOWN BY CATEGORY, IMPORTS OF WATCHES INCREASED BY 23.7 PERCENT FROM DM 273.5 MILLION TO DM 338.3 MILLION IN VALUE BUT DECREASED BY 10.8 PERCENT FROM 8.4 MILLION TO 7.3 MILLION IN UNITS. IMPORTS OF CLOCKS INCREASED BY 17.7 PERCENT FROM DM 45.6 MILLION TO DM 53.8 MILLION IN VALUE AND BY 30.4 PERCENT FROM 2.8 TO 3.7 MILLION IN UNITS. WATCH PART IMPORTS INCREASED BY 17.9 PERCENT FROM DM 161.5 TO DM 190.5 MILLION.

4. TOTAL FRG EXPORTS OF WATCHES, CLOCKS AND PARTS WERE DM 804.5 MILLION IN 1976, 19.6 PERCENT ABOVE THE DM 673.8 MILLION OF 1975. OF THIS, EXPORTS OF WATCHES INCREASED 33.2 PERCENT FROM DM 118.1 TO DM 157.3 MILLION, THOSE OF CLOCKS 18.7 PERCENT FROM DM 313.4 TO DM 372.2 MILLION AND THOSE OF PARTS 14.0 PERCENT FROM DM 241.2 TO DM 274.9 MILLION. BY UNITS, FRG EXPORTS OF WATCHES INCREASED FROM 2.6 TO 3.1 MILLION AND OF CLOCKS FROM 16.5 TO 18.4 MILLION. AS IN 1975, THE US WAS THE LARGEST RECIPIENT OF GERMAN WATCH AND CLOCK INDUSTRY PRODUCTS, ABSORBING 14.5 PERCENT (DM 116.6 MILLION) OF SUCH FRG EXPORTS IN 1976.

5. DURING THE REPORTING PERIOD, THE FRG WATCH
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INDUSTRY MAINTAINED ITS LEVEL OF SOME 250 PRODUCTION SITES BUT, BECAUSE OF RATIONALIZATION MEASURES, EMPLOYMENT DECLINED BY ALMOST 8 PERCENT TO AN ANNUAL AVERAGE OF 21,519. TOTAL SALES INCREASED 6.0 PERCENT FROM DM 1.4 BILLION IN 1975 TO DM 1.5 BILLION IN 1976. THIS INCREASE WAS DUE TO A 16.8 PERCENT GROWTH OF FOREIGN SALES TO ALMOST DM 600 MILLION, WHEREAS DOMESTIC SALES DECLINED BY 0.2 PERCENT TO DM 877 MILLION IN 1976 OVER 1975.

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